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NEW RIVER  
RHODODENDRON NURSERY  
1301 Princeton Ave., Princeton, W. Va.



Sec. 562 P.L. & R.

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY  
Horticultural Crops and Diseases

8-3591





# Rhododendron and Mountain Laurel

## *TO BEAUTIFY YOUR HOME GROUNDS*

You can beautify the grounds about your home and greatly increase the value of your property by planting Rhododendrons now, at the lowest price that you will probably ever pay for these magnificent evergreen shrubs.

After centuries of neglect, American gardeners are learning to appreciate the marvelous beauty of these evergreen shrubs, which grow in such luxuriant abundance over the mountain slopes of the eastern states. Rhododendrons have come into their own at last. People have discovered not only that they rank among the prettiest flowering shrubs and the most handsome evergreens, but also that they are truly expressive of the far-flung American scene, and, in consequence, they are rapidly becoming the most popular shrubs for home and landscape use.

Combined with the Mountain Laurel (*Kalmia latifolia*), Rhododendrons are unexcelled for year-round beauty, and if reasonable care is taken in planting them, and a few simple directions observed in their culture, everybody may enjoy the magnificence of their bloom and their handsome, broad-leaved foliage throughout the winter. Neither Rhododendrons nor Kalmias are affected by the coldest weather.

The clumps of Rhododendrons, Kalmias, and Azaleas offered in this folder are not small slips of plants that you have to wait years to get results from. They are full-grown, hardy plants, all set with buds ready to bloom and give immediate results. A trial order will be convincing proof of their unusual quality and value.

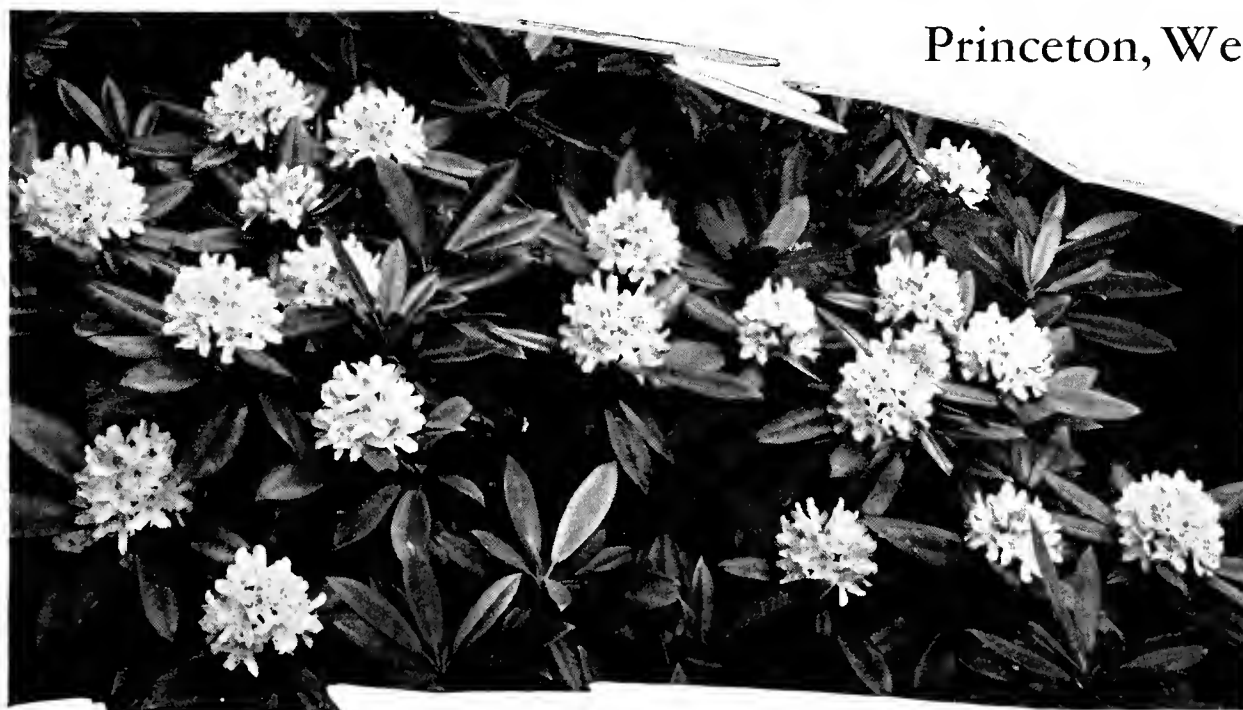
The shipping season extends from late August to December 10, and from late February to June 10, and throughout the winter months, subject to weather conditions.

Landscaping suggestions and any information gladly given on request. When writing or sending sketches of ground to be planted, be sure to show directions and all information possible as to exposure and slopes, etc.

## NEW RIVER RHODODENDRON NURSERY

1301 PRINCETON AVE.

Princeton, West Virginia





## RHODODENDRONS

**Rhododendron maximum.** This is the great Rose Bay of the eastern states, flourishing with great vigor in the mountains, valleys, and slopes, and reaching a height of 15 to 25 feet under ideal conditions. The long, leathery foliage is glossy green the year round, and in late spring the plants are adorned with huge heads of white flowers faintly marked with pink. An idea of its beauty may be glimpsed in the picture above.

Strong plants, 18 to 24 in. high, 60 cts.  
Strong plants, 24 to 40 in. high, 95 cts.

Choice clumps . . . . 2 to 4 ft. high, \$1.40; 4 to 6 ft., \$1.90  
Large clumps . . . . 3 to 5 ft. high, 2.40; 5 to 6 ft., 2.90  
Extra-large clumps 4 to 5 ft. high, 3.40; 5 to 7 ft., 3.90

**Rhododendron catawbiense.** Generally, this is a dwarfier plant with shorter foliage, giving a more compact and dense evergreen effect. Excellent for planting in front of Maximum. The flowers vary through shades of purple, pink, and old-rose. Note illustration to the right.

Strong plants, 18 to 24 in. high, \$0.90  
Strong plants, 24 to 40 in. high, 1.30

Choice clumps . . . . 2 to 4 ft. high, \$1.75; 4 to 6 ft., \$2.50  
Large clumps . . . . 3 to 5 ft. high, 2.75; 5 to 6 ft., 3.50  
Extra-large clumps 4 to 5 ft. high, 3.75; 5 to 7 ft., 4.50

**Rhododendron Sport.** This is a very distinct new Rhododendron—a brilliant red variety of Maximum which we have developed in our own plantings. Heretofore Rhododendrons of this color were only obtainable among the fancy garden hybrids at very high prices. By planting this unusual sport, as yet unnamed, you can obtain, in connection with Catawbiense and Maximum, brilliant color effects.

Strong plants, 18 to 24 in. high, \$1.40  
Strong plants, 24 to 40 in. high, 2.10

Choice clumps . . . . 2 to 4 ft. high, \$2.60; 4 to 6 ft., \$3.50  
Large clumps . . . . 3 to 5 ft. high, 3.60; 5 to 6 ft., 4.50  
Extra-large clumps 4 to 5 ft. high, 4.75; 5 to 7 ft., 5.90



### NEW RIVER Rhododendron Nursery

1301 Princeton Avenue  
Princeton, West Virginia



# MOUNTAIN LAUREL AND AZALEAS

**Mountain Laurel** or *Kalmia latifolia*. A highly ornamental shrub with glossy, evergreen, Laurel-like foliage, beautiful the year round. In early summer the mountain sides are covered with the mantle of its exquisite pink and white flowers, one of the most spectacular and beautiful sights to be seen anywhere. It is particularly valuable to plant in connection with Rhododendrons, as it tends strongly to acidify the soil, making it suitable for them to grow.

Strong plants, 18 to 24 in. high, 40 cts.

Strong plants, 24 to 40 in. high, 75 cts.

Choice clumps . . . . 2 to 4 ft. high, \$1.10; 4 to 6 ft., \$1.60

Large clumps . . . . 2 to 4 ft. high, 1.75; 4 to 6 ft., 2.25

Extra-large clumps 4 to 5 ft. high, 2.50; 5 to 6 ft., 2.90

## AZALEAS

**Azalea calendulacea**. This handsome deciduous shrub has lovely downy foliage and bears clusters of trumpet-shaped, golden yellow and flame-colored flowers in May and June.

**Azalea nudiflora**. The Pinxter Flower is a dwarf Azalea, with deciduous foliage, bearing clusters of bright rosy pink flowers tinged with red in May and June.

Prices for the two Azaleas described above:

Strong plants, 18 to 24 in. high, 60 cts.

Choice clumps . . . . 3 to 4 ft. high, \$1.00

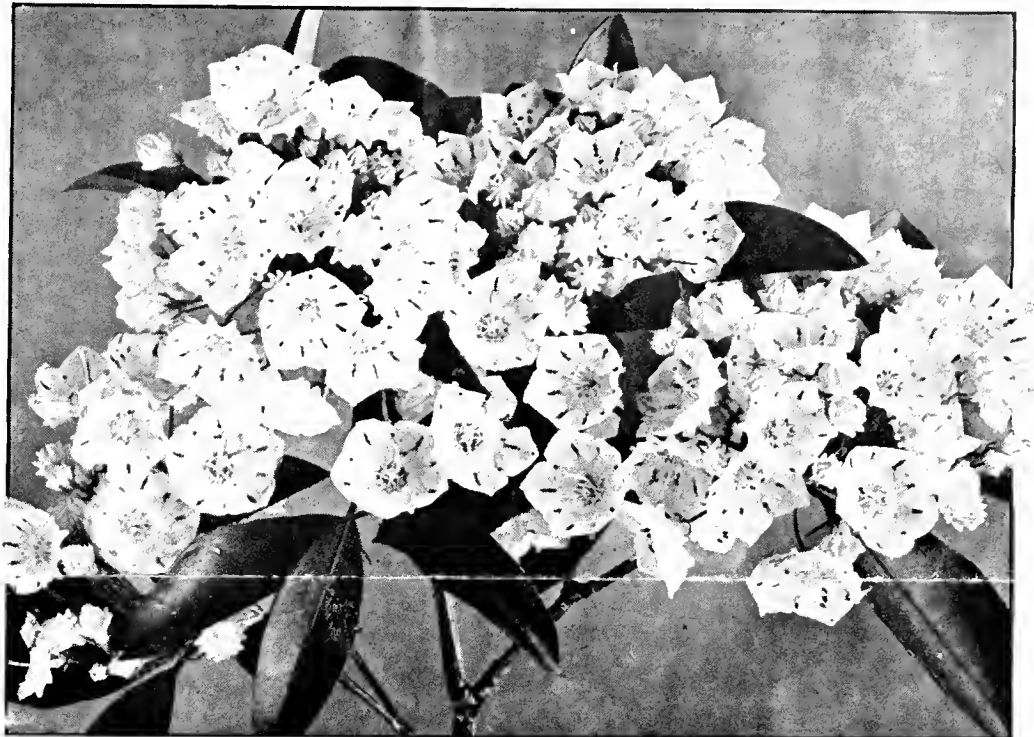
Large clumps . . . . 3 to 5 ft. high, 1.50

Extra-large clumps 3 to 6 ft. high, 1.90

All plants and clumps fully guaranteed and replaceable free within one year. On quantity orders the discount is as follows: Orders of \$10 and over, 10 per cent; \$20 and over, 15 per cent; \$40 and over, 20 per cent; \$75 and over, 25 per cent. If you fail to deduct this discount, it will be applied toward prepaying Freight or Express charges.

## Leaf-Mold

A very rich Rhododendron and Azalea mulch, valuable for other flower-beds and potted plants. Weighs about 25 lbs. per bushel. 2 bus. 90 cts., 10 bus. \$4.



## AMERICAN HEMLOCK

*Tsuga canadensis*. Small seedlings of this very useful forest tree are highly desirable for planting among Rhododendron and Laurel, adding shade and acidifying elements to the soil.

5 to 12 in., 10 plants for \$1.00 12 to 24 in., 5 plants for \$1.00

24 to 36 in., 2 plants for \$1.00

## ALUMINUM SULPHATE

A harmless chemical which is extremely useful for providing the acid-soil conditions which Azaleas, Laurel, and Rhododendrons demand. It is almost essential in limestone soil. 2 lbs. 25 cts., 10 lbs. \$1, 50 lbs. \$4, 100 lbs. \$7.50.

## CLEAN LIVE MOSS

A very useful material for rock-gardens and mulching the soil beneath woodland plants. We collect it in large blankets mixed with soil. It is highly acid. 2 bus. \$1.25, 10 bus. \$5.

Rhododendrons, Kalmias, and Azaleas are ideally adapted to naturalistic rock-gardens, formal sunken gardens, outdoor living-rooms, quiet nooks, permanent foundation plantings, and woodland borders. To obtain a solid evergreen effect, both Rhododendrons and Kalmias of ordinary shipping size should be planted about 2 feet apart; if large plants are used, about 3 feet apart is close enough; and extra-large plants need 4 feet space at least.

All our plants are collected and prepared with a sufficient amount of native soil for their immediate needs, after your order is received. Adjustments will be made for errors but in no case will we be liable for more than the original cost of the plants.

All prices F.O.B. shipping-point.

## NEW RIVER SPECIAL GROUPS Nos. 1, 2, and 3

The following groups are offered at considerable savings. No further discount will be allowed.

2 Rhododendron maximum 2 Rhododendron Sport

2 Rhododendron catawbiense 2 Kalmia latifolia

Group No. 1. 8 choice clumps. \$12.20

One-half of Group No. 1. \$6.50

Group No. 2. 8 large clumps. \$17.50

One-half of Group No. 2. \$9.25

Group No. 3. 8 extra-large clumps. \$24.10

One-half of Group No. 3. \$12.90

We have very large, perfect, specimen clumps or trees, about 12 feet in height and spread, carefully boxed without disturbance of soil or roots. Weight several hundred pounds. Guaranteed to compare favorably to any specimens to be had from any source.

Rhododendron maximum, \$55.00

Rhododendron catawbiense, \$70.00

Rhododendron Sport, \$95.00

No discount

Estimate weights as follows: 18 to 24-in. plants, 10 lbs.; 24 to 40-in., 18 lbs.; choice clumps, 20 to 30 lbs.; large clumps, 35 to 50 lbs.; extra-large clumps, 50 to 70 lbs.

For 100 pounds the freight rate is around 70 cts. per 500 miles; Express rate about \$1.50. Freight is entirely satisfactory for large orders; Express is best for small orders. Parcel Post is all right.

Be sure to state how to ship, otherwise we send by Express.



# Rhododendron Culture

By ROY C. ROBINETTE

The culture of Rhododendrons and other plants of the Rhododendron family, like Azaleas and Kalmias, as set forth here is revolutionary but simple.

Rhododendrons have thousands of hairy, fibrous, surface-feeding roots located above or on top of the surface of the soil. These fibrous roots collect organic matter and form a sort of mat, or mold, that is naturally slightly acid, and which tends to soften and keep the soil in a bitter or sour condition. This mat acts as a sieve for the water which drains through it, holding the light and sour matter, while the heavy substances like earth or muck, are washed through, leaving it clean. It is from this mat that a substance or fertilizer peculiar to the needs of this plant is extracted. If the mat becomes clogged with earth or muck, which will happen if it is not located high enough to have free drainage, the fibrous roots and mat itself will rot; and if it becomes alkaline because of the use of limestone water, or water allowed to drain into it from limestone soil, the fibrous roots and mat will be destroyed.

Immediately below the mat of roots are the feeder roots which contact or penetrate the soil, the depth depending on its friability. It would seem that their sole function is to furnish moisture, as the plants will thrive, even on freshly excavated earth or on a solid rock. Any kind of soil is suitable for Rhododendron culture, even, contrary to the general belief, limestone soil. The only difference in soils is their capacity for retaining moisture. In limestone soil they should be so elevated as to avoid drainage into the top fibrous roots.

When planted on a slope or terrace facing north, east or west; or south, when fairly well shaded, no further attention need ever be given them, providing the ball of the plant extends at least an inch above the surface of the soil, and is covered with a light mulch.

In planting on level ground, it is entirely satisfactory to plant on top of the ground, or even to elevate the plants as much as desirable, but in no case plant so that less than 2 inches of the ball will be above the surface of the soil. They should have some shade, preferably to the south. A 1-inch mulch yearly will furnish all the fertilizer needed.

Rhododendrons usually have flat-bottomed root-systems, and it is necessary to plant them in such a manner that air-pockets will not form under them after the soil settles. This can best be done by working the soil into mud in the bottom of the hole to a depth of 1 inch, then soak the ball of the plant in water, put in place, cut the burlap away,

straighten out top roots, press ball down as tight as possible by stepping on it, fill hole, tamp around outer edges, then mulch.

Use no garden fertilizers; their effect is invariably to destroy what you want to preserve. In the mulch, use no mixture of soil or earth; keep earth away from the top of the ball.

Suitable material for a mulch is as follows: Any forest organic matter, as leaf-mold, leaves, twigs, rotted wood, roots, sawdust, moss; commercial peat or peat moss is good; also fruits and vegetables that are acid; litter, garden fiber, weeds, and grass may be used sparingly, but will heat if much is used and are not very desirable.

Sunshine and alkali deteriorates an organic soil, while acid softens and preserves it. It is sometimes well to use an acidifying element, especially where it is necessary to water the plants with limestone water and a suitable mulch cannot be had. For this purpose, use a solution of 1 pound of aluminum sulphate dissolved in 20 gallons of water. This makes hydro-oxide of three acid elements, or the aluminum sulphate may be sprinkled on top of the ball at the rate of about one-fourth pound per plant, and then watered. If its use is to be continued, reduce the solution one-half.

Rhododendrons will generally grow wherever a coniferous tree will grow. In some sections, such as low, elevated portions of the South and dry locations in the West, the transpiration or outward breathing of the plant must be considered. Select a cool, shady location protected from dry winds. When plants with heavy foliage are being transplanted from their native grounds to these locations, they should be partially defoliated, allowing nature to restore according to the ability of the roots to furnish moisture.

For doctoring sick plants, elevate or dig a trench around them; use a fairly stiff hose to clean the earth from the top, then mulch. If new leaves die in spots and on edges it is a sure sign of a mucky condition.

The American hemlock is excellent for planting with Rhododendrons. When used among them, or as a background, it gives a naturalistic effect, as well as protection.

The color and usual time of bloom of the different plants is as follows: *Azalea nudiflora* (pink), April 15 to May 15; *Azalea calendulacea* (flame-color), May 1 to June 10; *Rhododendron catawbiense* (purple, red, lavender), May 15 to June 15; *Rhododendron maximum* (white, pink), June 20 to August 10; *Kalmia latifolia* (pink, white), June 1 to July 10; Rhododendron Sport, with foliage similar to Maximum, time and color of bloom similar to Catawbiense, only the color is deeper.

Tourists desirous of seeing these plants in bloom will be furnished directions and routes upon request. A color display of unparalleled richness and beauty is spread over the hills every summer and is worth journeying far to see.

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